

Through its three-fold action in arthritis...relief of pain, improvement of function, and resolution of inflammation...BUTAZOLIDIN contributes significantly to the rehabilitation of the arthritic patient.

In addition to its marked therapeutic effectiveness, the advantages of BUTAZOLIDIN include:

*Wide Scope of Usefulness*—effective in the most crippling and chronic arthritides.

*Persistence of Effect*—does not provoke tolerance on continued usage.

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BUTAZOLIDIN being a potent agent, the physician should carefully select candidates for treatment and promptly adjust dosage to the minimal individual requirement. Patients should be regularly examined during treatment, and the drug discontinued should side reactions develop.

*Detailed literature on request.*

BUTAZOLIDIN® (brand of phenylbutazone): Red sugar-coated tablets of 100 mg.

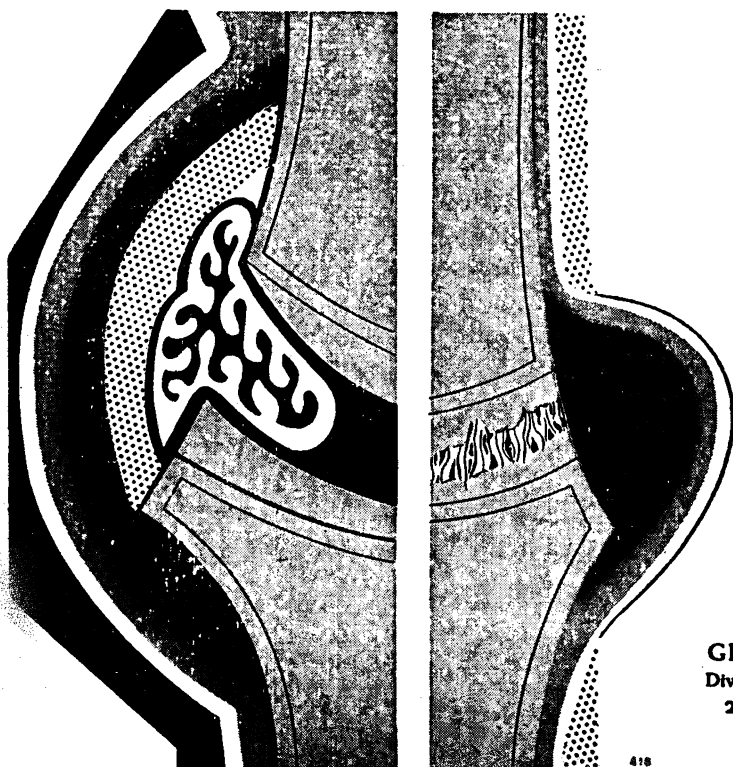
*in arthritis and allied disorders*

**BUTAZOLIDIN®**

(brand of phenylbutazone)

**nonhormonal anti-arthritic**

*relieves pain • improves function • resolves inflammation*



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Division of Geigy Chemical Corporation  
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*In Canada:*

**Geigy Pharmaceuticals, Montreal**

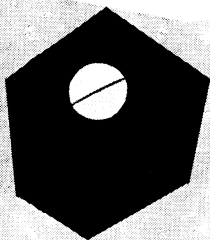
Combination tranquilizer-antihypertensive

*especially for  
moderate and severe  
essential hypertension . . .*

T.M.

## **Serpasil-Apresoline<sup>®</sup>** *hydrochloride*

(RESERPINE AND HYDRALAZINE HYDROCHLORIDE CIBA)



### **Combined in a Single Tablet**

- The tranquilizing, bradycrotic and mild antihypertensive effects of Serpasil, a pure crystalline alkaloid of rauwolfia root.
- The more marked antihypertensive effect of Apresoline and its capacity to increase renal plasma flow.

*Each tablet (scored) contains 0.2 mg. of Serpasil and 50 mg. of Apresoline hydrochloride.*

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## WELL-TOLERATED VASODILATOR

*for relief of aching,  
numbness, coldness, and  
blanching of the  
extremities due to vasospasm*

**PROPERTIES**..... Ilidar relieves vasospasm and increases peripheral circulation by (1) direct vasodilation, and (2) adrenergic blockade, i.e., sympatholysis, adrenolysis, and epinephrine reversal.

**INDICATIONS** ..... Peripheral diseases characterized by vasospasm, e.g., Raynaud's Disease, thromboangiitis obliterans, arteriosclerosis obliterans, endarteritis, postphlebitic syndrome, etc.

**CONTRAINDICATIONS** ..... There are no known absolute contraindications. Use cautiously in the presence of asthma, coronary disease, cardiac decompensation, and peptic ulcer. Transient postural hypotension may result from overdosage.

**DOSAGE**..... One 25 mg tablet t.i.d., gradually increased as necessary (recommended maximum dosage, 300 mg daily).

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**ILIDAR®** Phosphate—brand of azapetine phosphate (6-allyl-6,7-dihydro-5H-dibenz[c, e]azepine)

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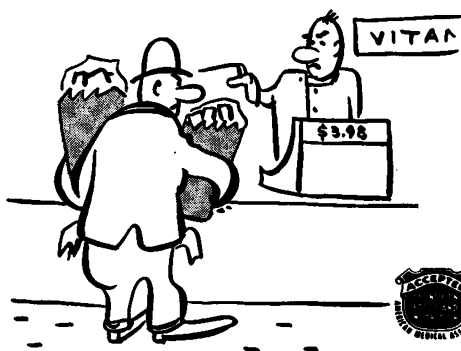
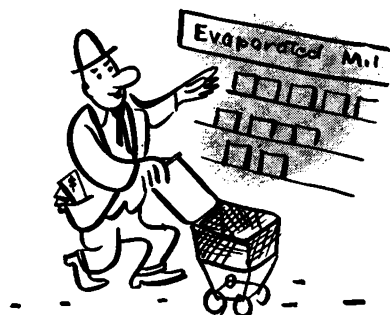


Desitin Chemical Company • 70 Ship Street, Providence 2, R.I.

1. Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. M. 53:2233, 1953.
2. Sobel, A. E. and Rosenberg, A.: 124th Meeting American Chemical Society, 1953.

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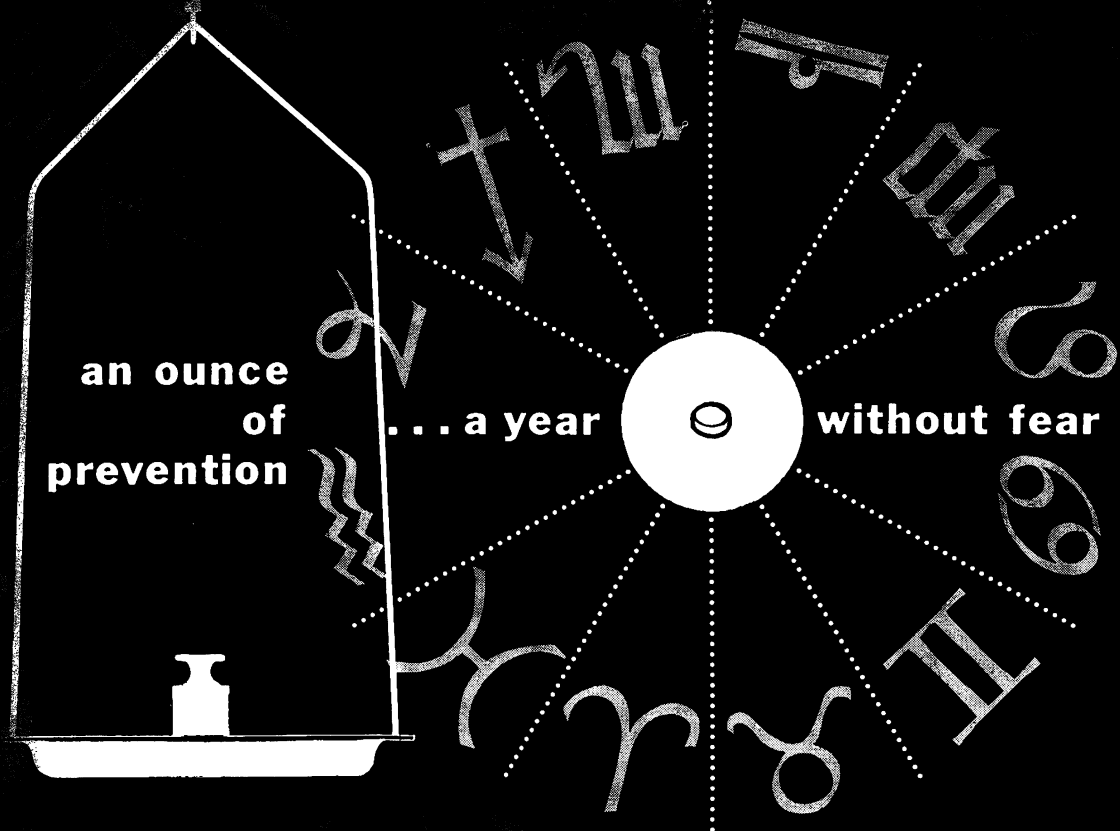
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## for the patient with angina pectoris

With Peritrate, the long-acting coronary vasodilator, an ounce of prevention (28,350 mg. of Peritrate) lasts a full year or longer, since only 10 or 20 mg. are needed to protect most patients for 4 to 5 hours. Yet, no arithmetic formula can adequately define the effectiveness of Peritrate in providing dramatic relief from pain and from the fear of anginal attacks.

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Peritrate generally exhibit significant EKG improvement,<sup>1,2</sup> and their need for nitroglycerin is often reduced.<sup>3</sup> A continuing year-round schedule of 10 or 20 mg. 4 times a day will usually:

1. reduce the number of attacks (in 8 out of 10 patients<sup>2,3</sup>);
2. reduce the severity of attacks not prevented.

Available in both 10 mg. and 20 mg. tablets and, for extended night-long protection, in Enteric Coated tablets (10 mg.).

1. Russek, H. I.; Urbach, K. F.; Doerner, A. A., and Zohman, B. L.: J.A.M.A. 153:207 (Sept. 19) 1953. 2. Winsor, T., and Humphreys, P.: Angiology 3:1 (Feb.) 1952. 3. Plotz, M.: New York State J. Med. 52:2012 (Aug. 15) 1952.

# Peritrate®



**tetranitrate**

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when resistance to other  
antibiotics develops...

# Chloromycetin<sup>®</sup>

Current reports<sup>1,2</sup> describe the increasing incidence of resistance among many pathogenic strains of microorganisms to some of the antibiotics commonly in use. Because this phenomenon is often less marked following administration of CHLOROMYCETIN (chloramphenicol, Parke-Davis), this notably effective, broad spectrum antibiotic is frequently effective where other antibiotics fail.

**Coliform bacilli—100 strains**

up to 43% resistant to other antibiotics;  
2% resistant to CHLOROMYCETIN.<sup>1</sup>

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up to 73% resistant to other antibiotics;  
2.4% resistant to CHLOROMYCETIN.<sup>2</sup>

CHLOROMYCETIN is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

**References**

(1) Kirby, W. M. M.; Waddington, W. S., & Doormink, G. M.: Antibiotics Annual, 1953-1954, New York, Medical Encyclopedia, Inc., 1953, p. 285. (2) Finland, M., & Haight, T. H.: *Arch. Int. Med.* 91: 143, 1953.

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**HYPERTENSION**  
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Potent ganglionic blocking agent; modifies vasoconstriction by cutting off some sympathetic stimulation.

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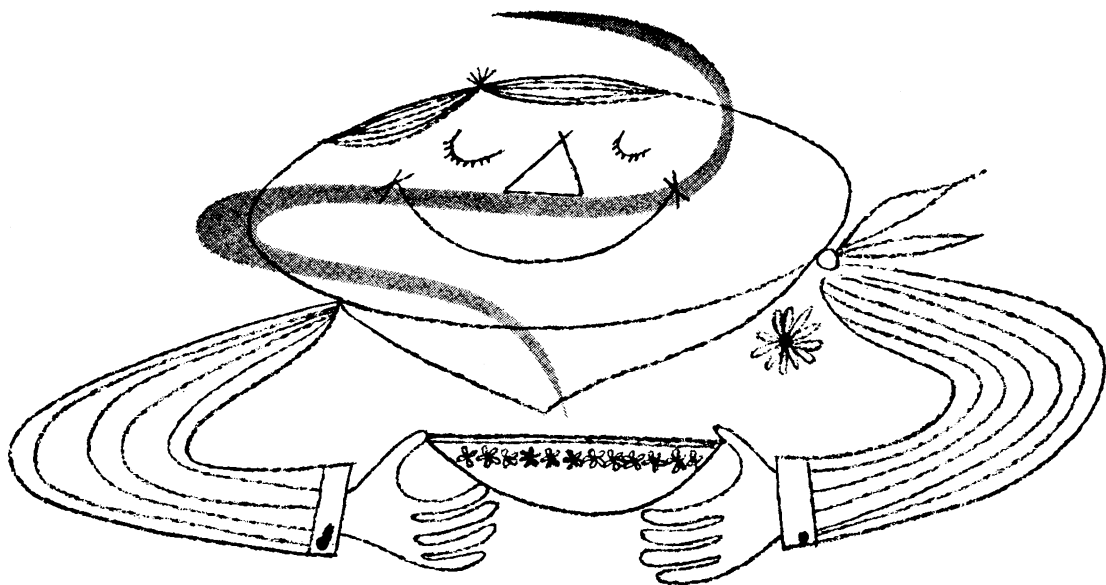
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*5 reasons why*

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'Ilotycin' is effective against over 80 percent of all bacterial infections; yet the bacterial balance of the intestine is not significantly disturbed.

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No allergic reactions to 'Ilotycin' have been reported in the literature. Staphylococcus enteritis, anorectal complications, moniliasis, and avitaminosis have not been encountered.

**3 KILLS PATHOGENS**

'Ilotycin' is bactericidal in generally prescribed dosages.

**4 CHEMICALLY DIFFERENT**

Virtually no gram-positive pathogens are inherently resistant to 'Ilotycin'—even when resistant to other antibiotics.

**5 ACTS QUICKLY**

Acute infections yield rapidly.

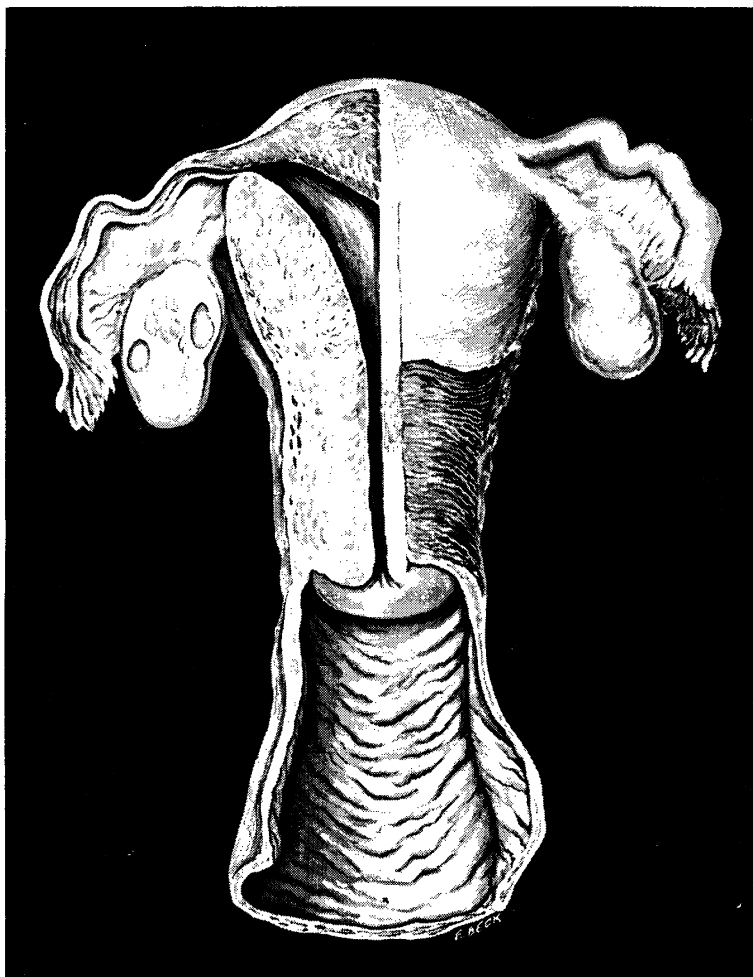
Available in tablets, pediatric suspension, and I.V. ampoules.

Average adult dose: 200 mg. every four to six hours.



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*Vallestril insures  
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minimal activity on  
the endometrium  
and thus singular  
freedom from  
withdrawal bleeding.*



## Unique "Target Action" of Vallestril®

Vallestril has been found to exert its selective "target action" on the vaginal mucosa. Conversely the effect on the uterus or endometrium is negligible.

In pharmacologic studies, using the Allen-Doisy technic, Vallestril was found to be more active than estradiol and twice as potent as estrone on the vaginal mucosa. On the other hand, using the Rubin technic, Vallestril was found to have only one-tenth the activity of estrone on the uterus, a suggested explanation of its low incidence of withdrawal bleeding.

In clinical evaluation, covering a period of two and one-half years, Vallestril was found\* to be "an effective synthetic estrogen . . . singularly free from toxic effects and complications, especially uterine bleeding. . . . The beneficial effect of the medication appeared within three or four

days in most menopausal patients . . . failure to encounter withdrawal bleeding in any patient was most gratifying. . . ."

Such unwanted reactions as nausea, mastalgia and edema also occur less frequently with Vallestril.

Vallestril is preferentially indicated whenever estrogens are of value: The menopausal syndrome; pain of postmenopausal osteoporosis; pain of osseous metastases of prostatic cancer.

Dosage: Menopause—3 mg. (1 tablet) two or three times daily for two or three weeks, followed by 3 or 6 mg. daily for one month. Supplied only in scored tablets of 3 mg. G. D. Searle & Co., Research in the Service of Medicine.

\*Sturnick, M. I., and Gargill, S. L.: New England J. Med. 247:829 (Nov. 27) 1952.

in hypertension

# Nitranitol with Rauwolfia

tandem action for safe, gradual, prolonged relief



Nitranitol for prompt relief of distressing symptoms... slower acting Rauwolfia for prolonged hypotensive and quieting action-- no lag in symptom relief. The combination means normal life sooner for your essential hypertensives... no jolting of the vasomotor reflexes... side effects are uncommon.

write: **Nitranitol R.S.**  
RAUWOLFIA  
SERPENTINA

for a more normal life sooner for your hypertensive patient

## Rx INFORMATION

### SIX DOSAGE FORMS

**Nitranitol R.S.**  
for direct vasodilation plus the added central hypotensive and calming actions of Rauwolfia serpentina

Mannitol hexanitate . 32 mg.  
Rauwolfia serpentina  
(alseroxyton fraction) . 0.5 mg.

**Nitranitol**  
for safe, gradual, prolonged  
vasodilation  
Mannitol hexanitate . 32 mg.

**Nitranitol with Phenobarbital**  
for the nervous hypertensive  
Mannitol hexanitate . 32 mg.  
Phenobarbital . . . . . 16 mg.

**Nitranitol with Phenobarbital  
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for protection in capillary  
fragility  
with Rutin . . . . . 20 mg.

**Nitranitol with Phenobarbital  
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in threatened cardiac failure  
with Theophylline . . 100 mg.

**Nitranitol P.V.\***  
in refractory cases  
with alkavervir . . . . . 1 mg.  
(alkaloidal fraction of Veratrum  
viride, standardized for hypoten-  
sive activity)

**DOSAGE:** In blood pressures over 200 systolic, 2 tablets four times daily. In other cases, 1 or 2 tablets every four to six hours. Bottles of 100 and 1,000.

**NOTE:** Nitranitol is exceptionally stable, assuring uniform potency, so important in medication for your hypertensives.

\*Each contains mannitol hexanitate 32 mg. and phenobarbital 16 mg.

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**broad-spectrum antibiotic**

## *Tetracyn*<sup>\*</sup>

Brand of tetracycline

For well-tolerated therapy of such common infections as:

Pneumococcal infections, including pneumonia, with or without bacteremia; streptococcal infections, with or without bacteremia, including follicular tonsillitis, septic sore throat, scarlet fever, pharyngitis, cellulitis, urinary tract infections due to susceptible organisms, and meningitis; many staphylococcal infections, with or without bacteremia, including furunculosis, septicemia, abscesses, impetigo, acute otitis media, ophthalmic infections, susceptible urinary tract infections, bronchopulmonary infections, acute bronchitis, pharyngitis, laryngotracheitis, tracheobronchitis, sinusitis, tonsillitis, otitis media, and osteomyelitis; certain mixed bacterial infections; soft tissue infections due to susceptible organisms.

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Tetracyn is supplied as Capsules,  
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\*TRADE MARK



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*A new, effective weapon  
against acute  
local inflammation*

## Restores Local Circulation...



\* Intramuscular trypsin, in very small  
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PARENZYME (INTRAMUSCULAR trypsin) is based on an entirely new concept of *biological continuity* . . . in terms of clinical enzymology. In very small doses, it initiates physiologic mechanisms—and

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- expedites repair of tissue
- prevents tissue necrosis

Safe, compatible, not an anticoagulant. No toxic reactions have been reported following administration of this new, intramuscular form of trypsin. PARENZYME therapy does not preclude the coadministration of other drugs. PARENZYME does *not* alter the clotting mechanism.

*with dramatic benefits in*

phlebitis  
thrombophlebitis  
phlebothrombosis  
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iritis  
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varicose and diabetic leg ulcers

**DOSAGE:** *Therapeutic:* 2.5 mg. (0.5 cc.) of PARENZYME (INTRAMUSCULAR trypsin) injected deep intragluteally 1 to 4 times daily for 3 to 8 days. *When more intensive therapy seems indicated, small doses at more frequent intervals ensure better results than larger doses less often.*

**MAINTENANCE:** To stabilize response to therapy, or in recurrent or chronic diseases, 2.5 mg. (0.5 cc.) once or twice a week may be required for maximum benefit.

Vials of 5 cc. (5 mg./cc.: crystalline trypsin suspended in sesame oil), by prescription only.

Information on PARENZYME and on the research background of clinical enzymology will be mailed on request.

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Intramuscular trypsin





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*(Theominal with Rauwolfia serpentina)*

*Combines for synergistic action:*

Theobromine .....	(5 grains) 0.32 Gm.
Luminal® (pioneer brand of phenobarbital).....	(1/6 grain) 10 mg.
Rauwolfia serpentina alkaloids (alseroxylon fraction).....	1.5 mg.

Theominal itself has been widely prescribed for essential hypertension for several decades. The addition of Rauwolfia serpentina alkaloids—purified alseroxylon fraction—to the well established Theominal formula represents a substantial improvement.

With the use of Theominal R.S., objective and subjective improvement can be obtained in a large percentage of hypertensive patients. There is mild and gradual but sustained reduction of excessive blood pressure and pulse rate to near normal levels. Striking symptomatic improvement occurs concurrently: alleviation of congestive headache, vertigo, dyspnea, nervous irritability, apprehension and insomnia.

With Theominal R.S. medication the antihypertensive action of Luminal and theobromine may be evident in a few days, whereas a week or more may elapse before the Rauwolfia component exhibits its maximum effectiveness. However, the sense of well being due to Rauwolfia is experienced within a few days of medication and usually precedes the development of the maximum antihypertensive effect. Theominal R.S. is well tolerated.

**DOSEAGE:** The usual dose of Theominal R.S. is 1 tablet two or three times daily. When improvement has been maintained for a time, the dose may be reduced or medication suspended occasionally until its resumption is indicated.

**HOW SUPPLIED:** Theominal R.S. is supplied in bottles of 100 tablets.



Theominal and Luminal, trademarks reg. U. S. Pat. Off.

## LONG BEFORE HOT FLUSHES APPEAR . . .

Patients presenting such classic menopausal symptoms as hot flushes cause little diagnostic difficulty. However, throughout the period of declining ovarian function which may begin long before hot flushes appear, many women complain of distressing symptoms which though less clearly defined are actually due to estrogen deficiency. For example, insomnia, headache, easy fatigability, and symptoms affecting the bones, joints, and the skin may not be readily identified as due to estrogen deficiency because they may occur years before, or even years after cessation of menstruation.

Investigators<sup>1,2</sup> have found that as the body attempts to adjust itself to declining estrogen production, a number of symptoms may appear which call for the prompt institution of estrogen replacement therapy. These symptoms may be nervous, circulatory, arthralgic, or dermatologic in character because the loss of ovarian hormone "withdraws one of the most important metabolic regulators of the organism"<sup>3</sup> and affects many body functions. If such metabolic imbalance or deficiency is evidenced, the administration of estrogen is clearly indicated.

"PREMARIN" presents the complete equine estrogen-complex as it naturally occurs. "Premarin" not only produces prompt symptomatic relief, but it also imparts a gratifying and distinctive "sense of well-being." It has no odor . . . imparts no odor.

**"PREMARIN"**



*Estrogenic substances (water-soluble), also known as conjugated estrogens (equine).  
Available in both tablet and liquid form.*

1. Werner, A.: Acta endocrinol. 13:87, 1953.

2. Malleson, J.: Lancet 2:158 (July 25) 1953.

3. Goldzieher, M. A., and Goldzieher, J. W.: Endocrine Treatment in General Practice, New York, Springer Publishing Company, Inc., 1953, p. 23.



**NEW YORK, N. Y. • MONTREAL, CANADA**

# Theocalcin

## In Congestive Heart Failure

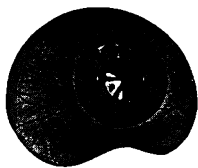
For the reduction of edema, to diminish dyspnoea and to strengthen heart action, prescribe Theocalcin, beginning with 2 or 3 tablets t. i. d., with meals. After relief is obtained the comfort of the patient may be continued with smaller doses. Well tolerated.

Theocalcin, brand of theobromine-calcium salicylate,  
Trade Mark reg. U. S. Pat. Off.

Available in 7½ grain tablets and in powder form.

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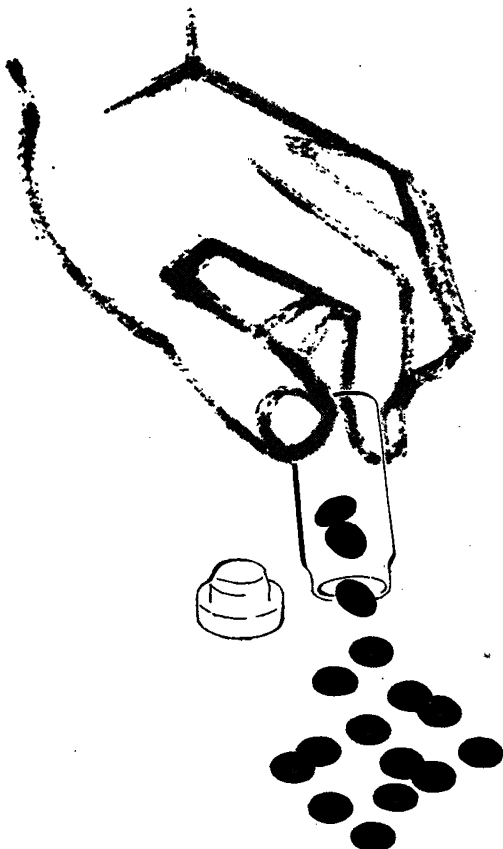
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2



# ACHROMYCIN

TETRACYCLINE

# TABLETS

**A widely prescribed form of the outstanding broad-spectrum antibiotic**

Sugar-coated, easy-to-swallow ACHROMYCIN Tablets are available in three potencies: 50, 100, and 250 mg.

In each of its many forms, ACHROMYCIN exhibits notable characteristics: it diffuses rapidly in body tissues and fluids; gastrointestinal irritation is rare and mild in nature.

ACHROMYCIN has proved effective against a wide variety of infections including those caused by Gram-positive and Gram-negative bacteria, rickettsia, and certain virus-like and protozoan organisms.

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CAPSULES: 50, 100, and 250 mg.

PEDIATRIC DROPS: (see opposite page)

ORAL SUSPENSION: (see opposite page)

SPERSOIDS\* Dispersible Powder (Chocolate Flavor): 50 mg. per rounded teaspoonful (3 Gm.), 12 and 25 dose bottles

SOLUBLE TABLETS: 50 mg.

INTRAVENOUS: vials of 100, 250, and 500 mg.

INTRAMUSCULAR: vials of 100 mg. (for dilution with 2 cc. of sterile water or saline)

TOPICAL OINTMENT (3%): ½ and 1 oz. tubes

OPHTHALMIC OINTMENT (1%): ½ oz. tubes

EAR SOLUTION (0.5%): 10 cc. dropper bottles

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# ACHROMYCIN\*

Tetracycline Lederle

# ACHROMYCIN<sup>\*</sup>

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## ORAL SUSPENSION and PEDIATRIC DROPS

 *popular cherry flavor*

ACHROMYCIN is available in two cherry-flavored dosage forms that are highly acceptable to patients—particularly children.

The Pediatric Drops are packaged with an easy-to-read graduated dropper. The Oral Suspension, supplied as dry crystals in a 1 oz. bottle. Both Oral Suspension and Pediatric Drops, when reconstituted by the pharmacist or nurse, retain potency for two weeks at room temperature.

ACHROMYCIN, an outstanding broad-spectrum antibiotic, is relatively free from untoward side reactions and provides rapid diffusion in body tissues and fluids.

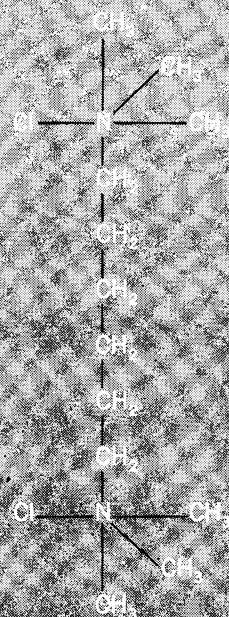
ORAL SUSPENSION (Cherry Flavor): 250 mg. per teaspoonful (5 cc.), 1 oz. bottles

PEDIATRIC DROPS (Cherry Flavor): 100 mg. per cc. (approx. 5 mg. per drop), 10 cc bottles

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**"a perfect match"**



## In the management of hypertension

The potent autonomic ganglionic blocking action of Methium has now been augmented by the mild hypotensive and sedative properties of reserpine. A true synergistic combination, Methium with Reserpine produces "better hemodynamic stability than when either one is used alone."<sup>1</sup> In one series, a greater number of patients obtained adequate blood pressure reduction than from any single drug or combination of drugs previously reported.<sup>1</sup>

As blood pressure is reduced — and even without reduction — hypertension symptoms such as headache, retinopathy and palpitation have been alleviated.<sup>2</sup> Of special significance, a satisfactory response has been achieved with less than half the usual dosage requirements for Methium.<sup>2</sup> As a result, "the occurrence and intensity of physiologic

side effects were markedly reduced and were minimal and of benign nature."<sup>2</sup>

Because of the potency of Methium, careful use is, nevertheless, required. Precautions are indicated in the presence of renal, cardiac or cerebral arterial insufficiency. Markedly impaired renal function is usually a contraindication.

### Supplied:

*Methium 125 with Reserpine*—scored tablets containing 125 mg. of Methium and 0.125 mg. of reserpine.

*Methium 250 with Reserpine*—scored tablets containing 250 mg. of Methium and 0.125 mg. of reserpine.

1. Ford, R. V., and Moyer, J. H.: *Am. Heart J.* 46:754 (Nov.) 1953.

2. Crawley, C. J., *et al.*: *New York State J. Med.* 54:2205 (Aug. 1) 1954.

# Methium<sup>®</sup> with Reserpine

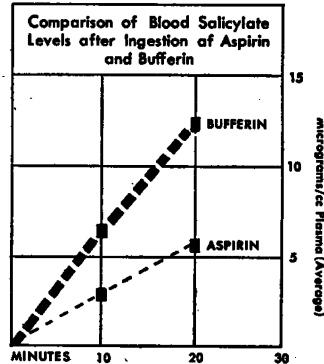
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# **Faster Pain Relief with BUFFERIN®**

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The antacids in Bufferin speed its pain-relieving ingredients through the stomach and into the blood stream. Actual chemical determinations show that within ten minutes after Bufferin is ingested blood salicylate levels are higher than those attained by aspirin in twice this time.<sup>1</sup>



## **2 DOES NOT UPSET THE STOMACH**

### **In usual doses**

In a series of 238 cases, 22 had a history of gastric distress due to aspirin but only one reported any distress after taking 2 Bufferin tablets (equivalent to 10 grains of aspirin).<sup>1</sup>

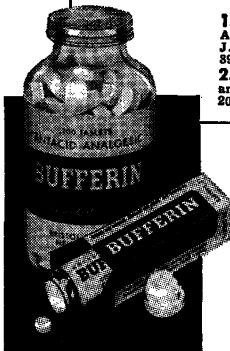
Bufferin's antacid ingredients protect the stomach against aspirin irritation. This has been clinically demonstrated on hundreds of patients.

### **In large doses**

In a recent study group, 1006 patients received, over a 24 hour period, 12 Bufferin tablets (equivalent to 60 grains of aspirin). Although 72 had a history of being sensitive to aspirin, only 18 reported any gastric side-effect with Bufferin.<sup>2</sup>

1. Effect of Buffering Agents on Absorption of Acetylsalicylic Acid. J. Am. Pharm. Assoc., Sc. Ed. 89:21, Jan. 1950

2. Gastric Tolerance for Aspirin and Buffered Aspirin. Ind. Med. 20:480, Oct. 1951



**INDICATIONS.** Simple headaches, neuralgias, dysmenorrhea, muscular aches and pains, discomfort of colds and minor injuries. Particularly useful when gastric hyperacidity is a complication. Useful for relieving pain in the treatment of arthritis.

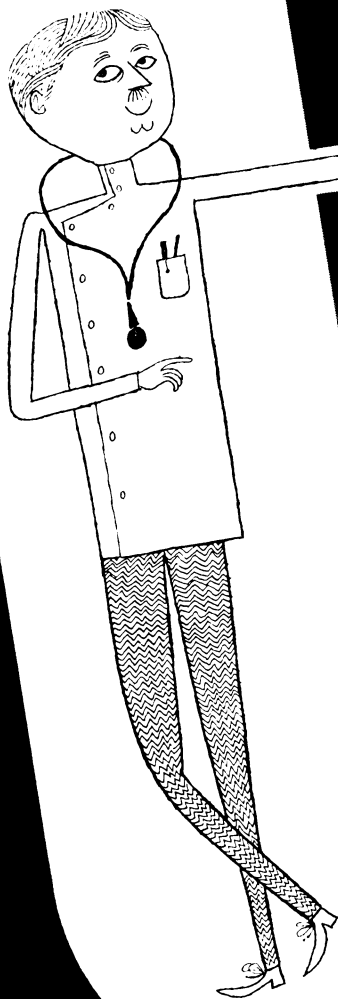
**EACH BUFFERIN TABLET** contains 5 grains of acetylsalicylic acid, together with optimum amounts of the antacids aluminum glycinate and magnesium carbonate.

**AVAILABLE** in vials of 12 and 36 tablets and in bottles of 100. Tablets scored for divided dosages.

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CANCER RESEARCH—DOES IT HELP YOU?—John F. Mahoney, *Director, Bureau of Laboratories, New York City Health Department.*

**December 23** THE THROMBOCYTOPENIC PURPURAS—Eugene L. Lozner, *Associate Professor of Medicine, State University of New York, Upstate Medical Center, Syracuse.*

THE PHYSICIAN AGAINST CANCER—Abraham Oppenheim, *Director, Division of Cancer Control, New York City Health Department.*

IN TENSION AND HYPERTENSION

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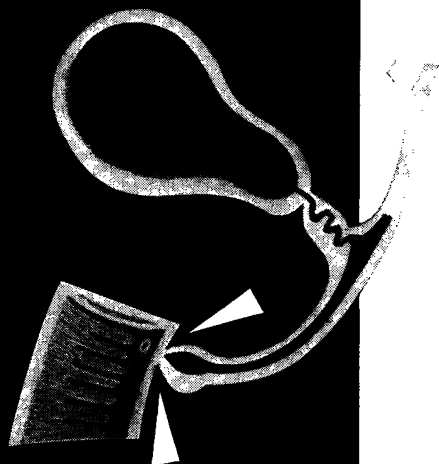
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relieve pain  $\rightleftharpoons$  spasm within  minutes

visceral eutonic...

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tranquilization without hypnosis

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*in hypertension*

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contains *all* the alkaloids  
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